



URGENSI PENDIDIKAN KARAKTER GUNA MEREVITALISASI JIWA NASIONALISME REMAJA DI TENGAH MARAKNYA FENOMENA KOREAN WAVE

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ABSTRACT

Globalization driven by information and communications technology, has accelerated the spread of Korean culture, especially among Indonesia's younger generation. This results in changes in the behavior, preferences, and cultural identification of Indonesian teenagers, who tend to be influenced by Korean culture. This study uses a qualitative approach with descriptive methods to explain the influence of the Korean Wave on the spirit of youth nationalism. The research results show that the attractive characteristics of the Korean Wave, such as diverse content, interesting visualizations, romantic stories, and Korean pop culture, have changed the behavior and cultural preferences of Indonesian teenagers. Use of the Korean language, interest in Korean culture, perceptions of Korean physical appearance, and eating patterns have been influenced by the Korean Wave, which in turn influences the spirit of nationalism. This research explores the urgency of character education as a tool to maintain the nationalistic spirit of Indonesian teenagers and strengthen cultural identity amidst globalization and the influence of the Korean Wave. It is hoped that the results of this research can help develop effective educational strategies and contribute to the nation's future.

Keywords: *Globalization, Korean Wave, Nationalism, Culture, Character Education*

A. INTRODUCTION

In the span of the last few decades, the intricate and multifaceted process of globalization has emerged as a vastly prevalent phenomenon that permeates societies across the globe in a manner that is both profound and far-reaching. This swift and unrelenting flow of globalization has effectively woven together the fabric of human civilization by integrating diverse and significant aspects of life that are intrinsically linked to various nations around the world, thereby fostering a sense of interconnectedness that transcends geographical boundaries. Globalization can be metaphorically described as an expansive gateway that allows individuals and societies to step beyond their immediate environments, facilitating meaningful interactions and exchanges with cultures, economies, and ideologies that exist in the broader global landscape. The momentum of this globalization process is notably bolstered by the remarkable advancements in information and communication technology which serve to expedite and enhance the mechanisms through which globalization unfolds. (Agus & Zufahmi, 2021)

When we critically examine the prevailing circumstances, it becomes evident that Indonesia, as a nation, predominantly experiences negative repercussions stemming from the ongoing developments associated with globalization, in stark contrast to the relatively scarce positive influences that it might also encounter. The adverse consequences of globalization present formidable threats and challenges that jeopardize the integrity and preservation of the nation's unique identity and cultural heritage. Moreover, globalization instigates substantial transformations (Rais et al., 2018) in various dimensions of life, including but not limited to lifestyle choices, cognitive frameworks, and social interactions

among individuals and communities. In a similar vein, many of these globalization-induced influences stand in stark opposition to the established norms and values of the Indonesian nation (Julianty, 2022), frequently resulting in a generation that exhibits a proclivity to adopt the communicative styles, fashion trends, social behaviors, and ethical standards of foreign nations, which are often incongruent with the noble values that underpin Indonesian society.

Furthermore, it is imperative to recognize that technological advancements wield a significant influence over the dynamics of global popular culture, affecting the ways in which cultural products are disseminated and consumed across different societies. One particularly noteworthy trend that has gained immense traction in recent years is the phenomenon commonly referred to as the Korean Wave, or Hallyu, which has seen a meteoric rise in popularity throughout Indonesia, particularly among the nation's youth demographic. This fervent enthusiasm for the Korean Wave has given rise to fanatical behaviors that possess the potential to shape and influence the cognitive processes and perspectives of the younger generation (Valenciana & Pudjibudojo, 2022), sometimes culminating in an excessive preoccupation that borders on obsession.

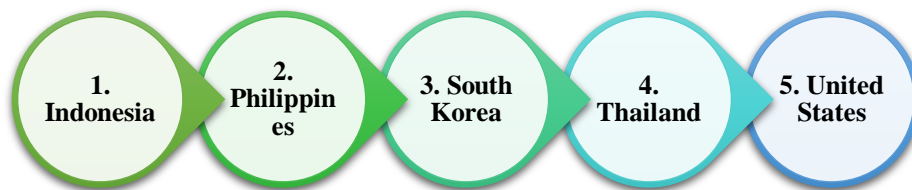


Image 1. 5 Countries with the Largest K-Pop Fandoms

The phenomenon known as the Korean Wave has undeniably emerged as a significant cultural movement that has successfully disseminated its influence to numerous regions across the globe (Ri'aeni, 2020) with a particularly notable impact observed within the societal framework of Indonesia. This assertion is substantiated by comprehensive data that was meticulously compiled on January 26, 2022, as part of a detailed Twitter report, which indicated that Indonesia stands out as the nation boasting the highest number of fervent K-Pop enthusiasts worldwide, thereby solidifying its position in the global cultural landscape. According to the findings presented in the Global Hallyu Status Analysis 2022, which was rigorously conducted by the Korea Foundation, it has been reported that the total number of individuals identifying as fans of the Korean Wave in the year 2022 reached an astounding figure of approximately 178 million, a demographic that is notably distributed across 118 different nations. The current younger generation, characterized by its vibrant energy and openness to global influences, has been increasingly exposed to and has developed a profound appreciation for various aspects of Korean culture, which encompasses a wide array of elements including music, fashion trends, television programming, and even culinary practices.

Indonesia, a nation well-known for its rich tapestry of unique cultural traditions and historical narratives, is currently witnessing the significant presence of the Korean Wave within its borders, which raises pressing concerns regarding the potential ramifications for the preservation and continuity of its national identity. The observable inclination among adolescents to forge their identities in alignment with Korean cultural paradigms (Desma, 2018) rather than embracing their indigenous cultural heritage has manifested in noticeable shifts in value systems and the attitudes of the youth, ultimately leading to a gradual yet alarming erosion of traditional cultural values and a dilution of local cultural expressions. Over time, the pervasive influence of Korean culture has contributed to the gradual degradation of both cultural integrity and national identity, as these elements become increasingly overshadowed by the allure of foreign cultural artifacts.

A number of prior scholarly investigations (Valenciana & Pudjibudojo, 2022) have diligently examined and articulated the multifaceted impacts of the Korean Wave on the majority of Indonesian adolescents. In contrast, earlier research endeavors (Prasanti & Dewi, 2020) have predominantly concentrated on analyzing the effects of the Korean Wave from a more generalized perspective. In light of preliminary studies, this current research initiative is distinguished by its innovative focus on the pivotal role that character education plays in revitalizing and reinvigorating the spirit of nationalism among the youth demographic in Indonesia. This methodological approach is anticipated to fortify the sense of nationalism in the face of the overwhelming currents of globalization, which are concomitant with the widespread emergence of the Korean Wave. Therefore, it is posited that character education serves as a fundamental instrument in the endeavor to revitalize the spirit of nationalism among contemporary youth.

The objectives delineated in this research encompass: 1) a thorough exploration of the Korean Wave's impact on the nationalism exhibited by adolescents; and 2) a comprehensive identification of the role that character education plays in rejuvenating the sense of nationalism within the younger generation of the nation. This research holds considerable significance in elucidating the function of character education as a pivotal mechanism for preserving the nationalistic sentiments of teenagers and for reinforcing cultural identity. It is the aspiration of this research to yield insights that will aid in the formulation of effective strategies designed to ensure the younger generation remains firmly anchored to the core values of their nation, as well as to provide invaluable contributions toward the advancement of educational practices aimed at realizing the future aspirations of the nation as a whole.

Consequently, the process of character education assumes a vital and indispensable function in the rejuvenation and revitalization of the spirit of nationalism among the contemporary youth in the present era. The primary aims and objectives of this research endeavor are twofold: first, to conduct an in-depth and comprehensive examination of the multifaceted impact that the Korean Wave, a cultural phenomenon, has on the burgeoning sense of nationalism among adolescents; second, to ascertain and elucidate the significant role that character education plays in the process of reinvigorating the nationalism inherent in the current generation of our nation. This research holds substantial significance as it seeks to illuminate how character education can effectively serve as a strategic tool for

preserving and nurturing the sense of nationalism within teenagers, while simultaneously reinforcing their cultural identity in an increasingly globalized world. It is anticipated that the findings and conclusions drawn from this research will provide essential guidance in the formulation and development of impactful strategies aimed at ensuring that the younger generation remains intricately connected to the core values of the nation, thereby fostering a strong sense of belonging and patriotism. Furthermore, it is hoped that this research will yield valuable and insightful contributions that will benefit the overall advancement and enhancement of educational practices, ultimately propelling us towards the realization of our nation's future aspirations and goals in a coherent and unified manner. In summary, the intersection of character education and nationalism is a crucial area of exploration that warrants further academic investigation and discourse.

B. RESEARCH METHOD

This particular study is classified as a qualitative research endeavor that employs a descriptive methodological approach to investigate its subject matter. According to the scholarly contributions of Bodan and Taylor, qualitative research is defined as a systematic investigation that yields descriptive data, which manifests in the form of written narratives derived from meticulously observed and thoroughly examined sources (Calvin & Sukendro, 2019). The primary objective of qualitative research is to uncover, delineate, and elucidate the pressing necessity of character education through a narrative-descriptive-analytical framework that captures its essence. In this context, the descriptive approach is specifically designed to construct a systematic and precise portrayal of the critical importance of character education, particularly as it pertains to revitalizing the spirit of nationalism among the youth, especially in light of the omnipresent influence of the Korean Wave phenomenon that has captured global attention.

The data utilized in this research is meticulously gathered through comprehensive literature studies, which involve a thorough review and critical examination of diverse literary works that discuss various initiatives aimed at rejuvenating the spirit of nationalism among young individuals who are increasingly exposed to the cultural influences of the Korean Wave, thereby integrating these findings into a cohesive and intelligible whole. This process entails the collection and rigorous analysis of a wide array of literature sources that are deemed pertinent to the research inquiry at hand. The analysis of data is executed by systematically categorizing the relevant sources based on their thematic content, followed by a detailed content analysis of those sources, culminating in the formulation of insightful conclusions by the author. The literature sources for this research are meticulously sought after through reputable platforms such as Google Scholar, Researchgate, SINTA, as well as various websites that host national and international journal publications, which are instrumental for the secondary data collection process that underpins this study.

C. RESULTS AND DISCUSSION

Characteristics of the Korean Wave Phenomenon that Captivate Indonesian Enthusiasts

The Korean Wave, also known as "Hallyu," represents an extraordinary phenomenon stemming from the cultural exports of South Korea, encompassing an extensive array of cultural products and experiences. This rich tapestry of content includes, but is not limited to, feature films, television dramas popularly referred to as K-Dramas, the globally renowned genre of K-Pop music, various styles of K-Fashion, and a multitude of other cultural expressions. The term "Korean Wave" is employed to describe the remarkable global dissemination and acceptance of South Korean popular culture across numerous nations around the globe, a movement that gained substantial momentum beginning in the 1990s. Within this context, there exists a multitude of distinctive characteristics that serve to attract a significant number of Indonesian adolescent fans to the allure of Korean culture. A diverse range of complementary elements work synergistically to captivate the interest of these fans, compelling them to devote considerable amounts of time to engaging with all things related to Korea, which can be delineated as follows:

First and foremost, the array of content made available to audiences is exceptionally diverse (SIMANJUNTAK, 2021) and this diversity emerges as one of the principal attractions that draw fans in, owing to the multitude of entertainment options presented. The infectious energy of upbeat music, the impressive intricacies of sophisticated choreography, and the distinctive and innovative fashion statements have all contributed to garnering the attention of a vast number of Indonesian fans. This characteristic fosters an environment where teenagers are afforded the opportunity to explore a wide spectrum of entertainment that resonates deeply with their personal preferences and desires. For instance, the captivating offerings of Korean dramas, the electrifying performances inherent in K-Pop, and the entertaining nature of Korean reality shows collectively provide a plethora of entertainment choices for fans to immerse themselves in and relish.

Secondly, another noteworthy characteristic lies in the mesmerizing visual appeal of Korean films and dramas, which serve to enchant their audience (Aji & Dipa Nugraha Suyitno, 2021). The diverse and picturesque locations utilized as backdrops for these productions contribute to a distinctive quality that sets them apart from other forms of entertainment available on the market. Furthermore, the physical appearance of Korean artists, characterized by their unique body shapes and postures, frequently captivates the attention of their viewers, encouraging them to engage further with the content. In contrast to the visual presentation found in Indonesian television shows, which often lacks the same level of sophistication and creativity as their Korean counterparts, this disparity constitutes a pivotal factor that leads many Indonesian adolescents to prefer consuming Korean media over domestic productions.

Thirdly, the deeply romantic narratives that are prevalent within Korean dramas present an enchanting allure for their audiences, as these productions frequently explore profound and emotionally resonant love stories (Davesa, 2021) thereby drawing fans into a world filled with heartfelt connections and emotional depth. This compelling storytelling serves as a strong magnet for teenagers who possess a keen interest in romantic themes and relational dynamics. Lastly, the dynamic presence of K-Pop artists and Korean celebrities on social media platforms such as Instagram and Twitter plays a crucial role in fostering a sense of community among fans. The active engagement and interaction that

these celebrities maintain with their followers on social media create a feeling of closeness and connection that enhances the overall experience for their admirers. Although the Korean Wave encompasses a multitude of characteristics that are capable of sparking interest, the resultant impact experienced by individual teenagers can vary significantly. A profound passion and admiration for Korean culture may inadvertently contribute to a diminishment of national pride and identity among Indonesian adolescents, thus raising important questions regarding cultural influences in a globalized world.

The Influence of the Korean Wave on the Nationalism of Indonesian Youth.

The phenomenon of the Korean Wave has a significant influence on the national spirit of Indonesian youth. This phenomenon encompasses pop culture such as K-Pop, Korean dramas, and Korean food. There are four main aspects of the influence exerted by the Korean Wave phenomenon on the nationalism of Indonesian youth, including;

First, the Korean Wave has an impact on the language aspect, with many Indonesian teenagers switching to learning Korean instead of developing Indonesian, which is their national identity (Wulanjari & Suwanda, 2018). Aktivitas menonton drama Korea dan menyanyikan lagu *K-Pop* sudah menjadi kebiasaan Watching Korean dramas and singing K-Pop songs has become an unavoidable habit. This can shift their attention away from the Indonesian language and affect their proficiency in Indonesian, which is a national identity. As a result, they may feel closer to Korean culture than their own, which can alter social structures and create different social dynamics. Secondly, the Korean Wave has significantly impacted the cultural preferences of Indonesian teenagers (Fitriah et al., 2023). This has affected the decline in interest in Indonesian culture and arts, which can influence the nationalistic spirit of the youth. It can be seen from the number of fans of Korean entertainment compared to regional music entertainment. Third, perceptions and physical appearances also undergo changes (Niswah & Zahro, 2021) due to the Korean Wave. The attitude of teenagers inspired by imitating Korean beauty standards is becoming a trend among the millennial generation. Most teenagers feel unable to imitate Korean beauty standards, such as wearing makeup and using Korean products (Ariani, 2015) which affects the perception of Indonesians regarding physical appearance, leading to a decrease in self-confidence about their natural appearance.

The eating habits of Korean fans also have a negative impact. The rise of Korean cuisine, which is becoming increasingly popular worldwide, is causing a shift in the preference for traditional Indonesian food (Iswati, 2019). It is often found that restaurants serving Korean food offer a more attractive atmosphere compared to Indonesian restaurants, which influences teenagers' interest in exploring the available eateries.

The Imperative Nature of Character Education for Young Adults in the Context of the Escalating Korean Wave Phenomenon

Character education constitutes a specialized form of education that is fundamentally focused on the intentional shaping and holistic development of an individual's character, leading them to embody commendable moral, ethical, and behavioral values which are essential for personal growth and societal contribution. This educational endeavor

encompasses not only the acquisition of academic knowledge but also the cultivation of intrinsic values such as honesty, bravery, responsibility, respect, empathy, and a myriad of other virtues that contribute to a well-rounded personality. Furthermore, the United Nations Educational, Scientific and Cultural Organization (UNESCO) posits that character education is a crucial educational framework which empowers individuals to comprehend the essential values, ethical principles, and moral standards necessary for them to evolve into responsible members of society, thereby enhancing civic engagement and social harmony. This framework is designed to incorporate the development of attitudes and behaviors that resonate with universal values, including but not limited to, peace, tolerance, and a profound appreciation for the rich tapestry of cultural diversity that characterizes our global community.

In addition to its broader societal implications, character education plays a pivotal role in fostering cultural awareness among adolescents, enabling them to not only comprehend their own cultural values but also to cultivate an appreciation for foreign cultures, all while maintaining a strong sense of identity and belonging. This process can significantly contribute to the reinforcement of nationalism and instill a deep-seated love and respect for one's own Indonesian cultural heritage, thereby creating a well-balanced perspective on global and local identities. Moreover, character education functions as a vital instrument in the promotion of positive values, assisting teenagers in recognizing and internalizing the significance of essential ethical principles that govern their everyday lives. Such understanding equips them to emerge as ethically sound individuals who are capable of effectively cooperating with others, valuing diversity, and taking responsibility for their actions in both personal and collective contexts. The establishment of these values serves as a robust foundation for the construction of a more harmonious and cohesive society, where mutual respect and understanding prevail.

Beyond its numerous benefits, character education also plays an instrumental role in mitigating the adverse effects of rampant consumerism that pervades contemporary society, particularly among the youth. By placing significant emphasis on financial literacy and values, character education encourages prudent money management practices, such as saving and budgeting, which are essential life skills that can significantly influence an individual's financial well-being over time. Through this comprehensive teaching methodology, adolescents can gain critical insights into the detrimental consequences of impulsively spending money on superfluous items, fostering a more rational and informed approach to their financial decisions in the long run. Finally, character education serves as a dynamic and interactive medium for active learning, wherein educators can facilitate engaging discussions concerning the multifaceted impacts of the Korean Wave phenomenon and equip teenagers with the skills to navigate these influences judiciously. Educators can utilize pertinent case studies derived from the experiences of Korean Wave enthusiasts, who share valuable insights regarding their journeys in managing their ardent interest in various aspects of Korean culture. Additionally, students can actively participate in role-playing scenarios that encapsulate moral and ethical dilemmas associated with the influence of diverse foreign cultures, thereby reinforcing the practical applications of their character education in real-world contexts.

The Importance of Character Education in Reinvigorating the Nationalistic Spirit Among the Youth

Character education assumes an exceptionally significant role in the process of reinvigorating and revitalizing the spirit of nationalism within the youth demographic (Asrofi, 2020). This form of education acts as a comprehensive moral and ethical framework, providing Indonesian adolescents with the necessary guidance to navigate the complexities of cultural influences, particularly those stemming from the pervasive Korean Wave phenomenon that has captured the attention of many. Through this educational approach, young individuals are nurtured to develop into culturally aware citizens who embody integrity and possess a robust sense of national pride, thereby equipping them with the tools to make meaningful contributions to the ongoing development and progress of the Indonesian nation as a whole. To elucidate further, the following points outline the various functions and contributions of character education in rejuvenating the spirit of nationalism among teenagers, especially in light of the increasing prominence of Korean culture within Indonesian society, which has led to a need for a strong counterbalance in the form of nationalistic education;

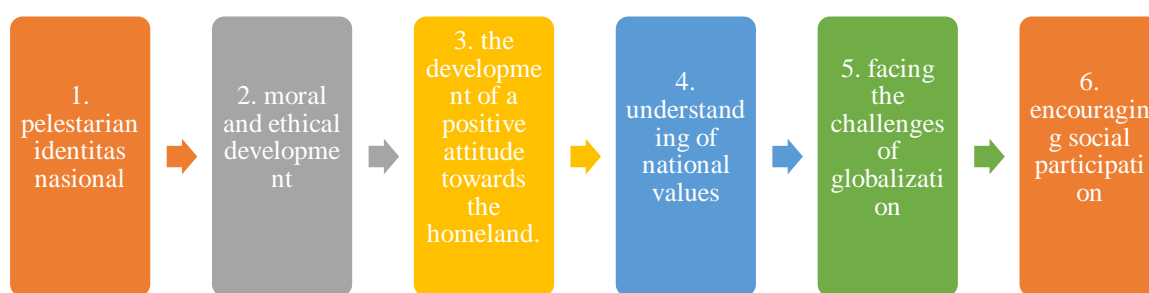


Figure 2. The Influence of Character Education in Revitalizing the Spirit of Nationalism Among Adolescents

First and foremost, the preservation of national identity stands as a fundamental pillar in the realm of character education, which plays a crucial role in assisting adolescents to not only comprehend but also internalize their core values, cultural heritage, historical context, and overarching national identity. This intricate process facilitates a profound sense of connection to their homeland, allowing them to grasp the significance of their belonging to that particular nation, while simultaneously embracing the inherent responsibility that comes with the preservation and safeguarding of its rich cultural and historical legacy.

Secondly, the moral and ethical development of young individuals is significantly influenced by character education, which serves as a guiding framework in fostering the establishment of robust moral principles and ethical standards among adolescents. Through this educational approach, they are meticulously instructed on the importance of exhibiting commendable behavior, honoring the rights and freedoms of others, and acting with unwavering integrity. Such an initiative is imperative for the establishment of a solid moral foundation, which is essential in ensuring the preservation of the integrity not only of the individual but also of the broader nation and society as a whole.

Thirdly, character education plays a pivotal role in nurturing a positive attitude towards one's homeland among teenagers, as it equips them with the necessary tools to cultivate love, appreciation, and a commitment to the integrity of their country. This educational process fosters a profound sense of responsibility towards the future of the nation, while simultaneously encouraging active participation in the ongoing development and progress of the country.

Fourthly, the introduction of national values through character education is crucial, as it familiarizes adolescents with essential concepts such as mutual cooperation, unity, and the national spirit. This understanding aids them in recognizing that the cultural and ethnic diversity within the nation constitutes a valuable asset, and that collaboration and cooperation are indeed fundamental keys to achieving success in the collective endeavor of constructing a resilient and robust nation.

Fifthly, as we navigate the complexities of the modern era characterized by globalization, teenagers frequently encounter a myriad of cultural influences emanating from various parts of the world. Character education is instrumental in equipping them with critical thinking skills, which enable them to evaluate both the positive and negative ramifications of these diverse influences on their sense of nationalism and the preservation of national culture. Lastly, character education also plays a significant role in motivating teenagers to actively engage in social participation, specifically in activities that pertain to the advancement and development of both the nation and society at large. These engagements may encompass a variety of social initiatives, including community service, volunteerism, and involvement in educational and awareness-raising programs that seek to uplift societal standards.

By fostering a robust framework of character education, young individuals will emerge more capable of leading lives imbued with meaning and purpose, while simultaneously contributing to the multifaceted development of their nation. They will evolve into responsible citizens, endowed with a profound sense of nationalism, and well-prepared to confront the challenges that lie ahead in the future. Consequently, the significance of character education in reinvigorating the spirit of nationalism among the youth cannot be overstated, as it plays a vital role in ensuring the continuity of the nation's identity and the integrity of its cultural heritage.

D. CONCLUSION

Globalization, which is largely propelled by the rapid advancements and innovations in the fields of information and communication technology, has facilitated the emergence and proliferation of the cultural phenomenon known as the Korean Wave, or Hallyu, which has become particularly pervasive and influential in Indonesia, especially amongst the nation's youth demographic. This multifaceted Korean Wave encompasses a diverse array of elements intrinsic to Korean culture, including but not limited to its popular music genres, captivating television dramas, delectable culinary traditions, and distinctive lifestyle choices, all of which have significantly shaped and influenced the mindset, preferences, and behaviors of Indonesian teenagers in profound ways. The impact of the Korean Wave has led to a notable transformation in the cultural inclinations of Indonesian youths, leading

them to gravitate increasingly toward aspects of Korean culture, such as the language and cuisine, often at the expense of a genuine appreciation for their indigenous cultural heritage. Consequently, this cultural shift has engendered a discernible decline in the enthusiasm and interest that Indonesian teenagers exhibit toward their own rich cultural traditions and artistic expressions, thereby adversely affecting the spirit of nationalism and patriotism that should ideally characterize the youth of the nation.

The ramifications of the Korean Wave on the lives of Indonesian teenagers are extensive and multifaceted, manifesting in significant alterations in the languages they choose to study, the cultural preferences they adopt, the perceptions they hold regarding physical appearance, and the habits they develop surrounding food consumption. All of these transformative factors cumulatively have the potential to alter the very fabric of Indonesia's cultural identity, ultimately leading to a diminishment of the intrinsic love and appreciation that the youth ought to have for their homeland and its unique cultural offerings. In this context, the role of character education emerges as a pivotal element in the endeavor to rejuvenate and invigorate the spirit of nationalism among Indonesian youth in the face of these overwhelming external influences. Through the implementation of effective character education programs, teenagers can gain a deeper understanding of, and subsequently internalize, the fundamental values, rich cultural heritage, and historical narratives that define their nation.

This process not only fosters a profound sense of connection to their homeland but also aids in the development of robust moral compasses and a positive disposition toward their country. Moreover, character education equips teenagers with the necessary tools to confront the myriad challenges posed by globalization, empowering them to engage in critical thinking regarding the influx of external cultural influences while simultaneously appreciating the significance of national values, such as cooperation and unity among diverse communities. The overarching significance of character education cannot be overstated, as it plays a crucial role in preserving and perpetuating the continuity of the nation's identity and integrity amidst the tides of globalization. With a solid foundation in character education, Indonesian youth are poised to evolve into responsible and conscientious citizens, endowed with a strong sense of nationalism and a readiness to actively contribute to the ongoing development and progress of their nation.

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